NATUREEVENTS DIRECTORY — THE CENTRAL RESOURCE FOR SCIENTIFIC EVENTS WORLDWIDE

Naturevents Directory is the global events resource for the scientific community, brought to you by Nature, the world’s leading multidisciplinary science journal.

**NATUREEVENTS DIRECTORY**
- Monthly page views: 99,143
- Monthly unique users: 32,284

**PAGE VIEWS BY REGION**
- Americas: 32%
- UK/Europe: 29%
- Asia/Pacific: 14%
- ROW: 26%

**EVENTS BY REGION**
- UK/Europe: 44%
- Americas: 34%
- Asia Pacific: 18%
- Rest of World: 4%

**EVENTS BY TYPE**
- Conference/Symposium: 67%
- Other: 17%
- Course/Lecture/Seminar: 10%
- Webinar/Virtual Event: 6%

**EVENTS BY SUBJECT AREA**
- Life Sciences: 59%
- Other: 21%
- Chemical Sciences: 8%
- Physical Sciences: 6%
- Earth & Environmental Sciences: 4%
- Engineering: 3%
The directory is published twice a year, providing scientists around the world with a quick reference guide for upcoming scientific events and conferences. The Natureevents Directory delivers the ideal opportunity to promote your event to thousands of scientists.

**Natureevents Directory**

The Natureevents Directory is published within Nature’s final issue in December 20&27, providing easy-to-view event listings for the upcoming year. The directory has been published for over 19 years and as an established feature on Nature’s editorial calendar has become a valuable resource for the global scientific community.

**Bonus distribution**

The end of year edition also benefits from substantial bonus distribution at a number of major conferences where Springer Nature is exhibiting.

**Mid-year edition**

The Mid-year Natureevents Directory is published within the June 28 issue of Nature. It provides event organizers an ideal opportunity to promote events taking place during the latter part of the year and to announce previously unscheduled events.
**Springer Nature**

Springer Nature is a leading publisher of scientific, scholarly, professional and educational content. By advertising your science job with Naturejobs, you can target the combined audiences of our trusted brands that include flagship publications Nature and Scientific American.

Naturejobs accesses a network of Springer Nature brands that receive **131 MILLION** page views each month reaching an audience of **40 MILLION**.

**Natureevents Directory**

Natureevents Directory is the premier resource for scientists looking for the latest scientific conferences, courses, meetings and symposia. Featured across Nature Research journals and centrally at natureevents.com it is an essential reference guide to scientific events worldwide. Natureevents Directory is published twice yearly – initially with the final issue of Nature each year, followed by a mid-year version published in June.

**Nature Careers India**

Nature Careers India is a new career and events hub dedicated to the scientific sector in India, to complement our Nature India offerings. It’s a portal that embraces the region’s enviable and continued scientific boom, and is designed to attract the best talent, and to publicize events to the right audience to generate highly targeted applications and sign ups.
EMAIL ALERTS

Journal alerts
Each journal has a corresponding alert that is sent to subscribers prior to publication and contains an overview of content for the upcoming issue. *Natureevents Directory* offers a prominent ad space across these alerts. The weekly *Nature* alert alone has over 528,000* subscribers.

Third party emails
Send a dedicated email message to 139,000* opt-in nature.com registrants without the distraction of other accompanying content. Recipients are segmented by demographic information in order to improve the campaigns’ performance.

All third party email campaigns can be targeted using the following selection criteria:
- Field of interest
- Place of work
- Geographic location
- Job type

Email specifications — page 23.
**BANNER ADVERTISING**

**Button**
Available run of site across Natureevents.
**Specification:** 180×150 pixels

**Leaderboard Banner**
Available across websites, including Natureevents.
**Specification:** 728×90 pixels

**‘In Article’ Banner/MPU**
Target to specific pages or articles and available across websites.
**Specification:** 300×250 pixels

**Adaptive Billboard**
Available on selected Nature-branded journals’ homepage.
An adaptive banner that can adjust to the screen size.
**Specification:** 970x250 pixels (desktop), 728x90 pixels (tablet), 300x50 pixels (mobile)

**BANNER ADVERTISEMENTS CAN BE TARGETED BY:**

**Behavioral** — Allows targeting of very specific user segments based on their preferences.

**Contextual targeting** — If you are interested in targeting your banner ads to content related to a specific term, ask your representative about availability.

**Geography** — Reach users in specified countries, regions, or states.

**Date/time** — Deliver your banner ads on specified hours of the day, days of the week, weeks of the month, and/or months of the year.

**Device** — Deliver your adverts specifically by the type of device the user is browsing on, speak to your representative for more information.
ONLINE EVENT POSTS

When you post your event on natureevents, you can select from a range of innovative online upgrades to attract more delegates and strengthen your brand within the scientific community.

Event Matching
Display your listing alongside relevant content on a selection of nature.com pages.

Featured Event
Flag your events within search results by placing a red ‘Featured’ label next to your listings.

With nature.com you can target scientists in a specific field of research and not just those actively looking for a specific event.

Spotlighted Event
Ensure event seekers on Natureevents see your listings first. Spotlighted events appear at the top of related searches.

Highlighted Event
Your event posting will appear highlighted in the event listings so that it stands out from other search results.

Event Logo
Upload a company or institution logo to reinforce the brand. Available for use in both search results and event descriptions.
ONLINE EVENT PACKAGES

You can select from a range of online upgrades to increase the effectiveness of your event post.

**Target**
Reach the best event seekers on nature.com through keyword targeting and an Event of the Week slot on a journal homepage.

- Event Matching
- Event of the Week
- Logo in search results

**Exposure**
Increase the visibility of your event with this package which includes the Target package options and additional upgrades to make your event stand out.

- Event Matching
- Event of the Week
- Spotlight
- Featured
- Logo in search results

**Impact**
This package maximizes the effective targeting of scientists on nature.com with the added exposure on Natureevents and in a journal alert.

- Event Matching
- Event of the Week
- Spotlight
- Featured
- Logo in search results
- Logo in description
- Journal alert or button

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3,175 event postings*
200 different terms searched for on-site*

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10% SAVINGS
15% SAVINGS
30% SAVINGS
BRANDED CONTENT

Work with our editorial team to produce content that is of interest to our readers and promotes your organization.

**Inside View**
Show the outside world the secret of your success.

Choose the person best placed to tell Nature’s audience about the latest chapter in your organization’s story, and leave the rest to us. We’ll pair your ‘brand ambassador’ with an experienced feature writer, and deliver a double-page Inside View based on the interview and any information that you’d like to share about the workplace environment, culture and heritage, new projects, etc.

In addition to your full-page interview in Nature’s print edition, an Inside View package guarantees:
• A full page print ad alongside
• An online version of the Inside View, live for 12 months
• 150 reprint leaflets with co-branded cover
• Promotion via the Naturejobs news section, newsletter, and across social media

**Webcasts**
Are you ready for your careers close-up?

Say hello to a six-month association by supporting a Naturejobs live and on-demand video webcast with your branded sponsor message in the opening credits. Your message could precede an expert panel discussion about relevant global job trends, or interviews with scientists whose career histories inform, inspire and entertain. You’ll have the opportunity to start a conversation with the audience, and access to the webcast registration data means you’ll be able to continue that conversation beyond the broadcast.

If you’re clamoring for a customized option, slip into the producer’s chair and work with our editorial team to deliver a one-off webcast or series on a subject of your choosing. Your organization could be the star of the show.
CONFERENCE PROCEEDINGS & MEETING ABSTRACTS

Align your organization with select Springer Nature clinical and scientific research journals and turn your conference proceedings and meeting abstracts into internationally accessible science.

If your organization is hosting an event, publishing conference proceedings and meeting abstracts offers the unique opportunity to present your own peer-reviewed content to niche communities in relevant fields of research.

**BENEFITS:**

**High visibility** - Print and open-access online publications reaching thousands of researchers

**Peer-reviewed content** - Ensure the quality of accepted papers meets the journals standards

**Affordability** - Size based pricing to meet your needs

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**Available options**

**PRINT:**
Your content will be featured in a Springer Nature journal, reaching highly targeted subscribers worldwide.

**ONLINE:**
To maximize reach, your custom publication will be available online and archived on the journal’s website, enabling users to access your content for years to come.

**E-ALERT:**
A dedicated e-alert announcing your abstract/proceeding will be sent to all users who have registered for content alerts from the main journal your publication accompanies.
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**SPOTLIGHT ON GRADUATES**

**SPOTLIGHT ON CANCER**

*Conference/Bonus Distribution: American Physical Society (APS)*

*Conference/Bonus Distribution: Society of Toxicology (SOT)*

*Conference/Bonus Distribution: European Geosciences Union (EGU) Analytica*
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# 2018 Advertising Features, Editorial & Conferences Calendar

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<td><strong>SPOTLIGHT ON FACULTY POSITIONS</strong></td>
<td><strong>SPOTLIGHT ON NEUROSCIENCE</strong></td>
<td><strong>SPOTLIGHT ON CELL BIOLOGY</strong></td>
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**2015 Journal Citation Reports** (Thomson Reuters, 2016) | **BPA June 2015, ABC Audit, Spring MRI 2015, and Publisher’s Data 2016** | **Webtrends 2015**
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<td>Online only</td>
<td>219,406</td>
<td>2,829,621</td>
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<tr>
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<td>29,810</td>
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<tr>
<td>Nature Physics</td>
<td>632</td>
<td>6,126</td>
<td>58,995</td>
<td>323,422</td>
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<tr>
<td>Nature Plants</td>
<td>Online only</td>
<td>Online only</td>
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<td>156,547</td>
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<td>Nature Processes</td>
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<td>Online only</td>
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<td>CIRCULATION</td>
<td>READERSHIP</td>
<td>ALERT SUBSCRIBERS</td>
<td>MONTHLY PAGE VIEWS</td>
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<td>Nature Reviews Physics</td>
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<td>Prostate Cancer and Prostatic Diseases</td>
<td>50</td>
<td>270</td>
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<td>122,698</td>
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<tr>
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<td>Spinal Cord Series and Cases</td>
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<td>Online only</td>
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<td>4,089</td>
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<td>The ISME Journal</td>
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<td>768</td>
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<td>172,611</td>
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<tr>
<td>The Journal of Antibiotics</td>
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<td>The Pharmacogenomics Journal</td>
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<td>Translational Psychiatry</td>
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<td>Online only</td>
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<td>82,779</td>
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</tbody>
</table>
INSERTS AND OUTSERTS

In addition to traditional print advertisements, *Nature* and select *Nature*-branded research and review titles also accommodate printed inserts and outserts that are either bound in or polybagged along with the journal. Below you will see examples of the unique print options available to you.

- Add value and impact to your ongoing campaigns
- Showcase recruitment opportunities or raise employer branding
- Target delegates at a particular conference or career fair
Mechanical specifications for *Nature* and the following journals:

- *Nature*
- *Nature Biotechnology*
- *Nature Cell Biology*
- *Nature Chemical Biology*
- *Nature Chemistry*
- *Nature Climate Change*
- *Nature Genetics*
- *Nature Geoscience*
- *Nature Immunology*
- *Nature Materials*
- *Nature Medicine*
- *Nature Methods*
- *Nature Nanotechnology*
- *Nature Neuroscience*
- *Nature Photonics*
- *Nature Physics*
- *Nature Structural & Molecular Biology*
- *Nature Reviews Cancer*
- *Nature Reviews Drug Discovery*
- *Nature Reviews Genetics*
- *Nature Reviews Immunology*
- *Nature Reviews Microbiology*
- *Nature Reviews Molecular Cell Biology*

### Column Width Advertisements

<table>
<thead>
<tr>
<th>1 Column</th>
<th>2 Columns</th>
<th>3 Columns</th>
<th>4 Columns</th>
</tr>
</thead>
<tbody>
<tr>
<td>44mm wide</td>
<td>92mm wide</td>
<td>140mm wide</td>
<td>186mm wide</td>
</tr>
<tr>
<td>1 ⅓&quot; wide</td>
<td>3 ⅓&quot; wide</td>
<td>5 ⅓&quot; wide</td>
<td>7 ⅓&quot; wide</td>
</tr>
</tbody>
</table>

These can be 1–4 columns wide with the depth in increments of 1cm up to a maximum of 26cm. e.g. 2 columns wide × 16cm deep (size = 2 × 16)

### Full Page Advertisements

- **2 Columns**
  - 210mm width
  - 279mm depth
  - 8 ⅛" width
  - 11" depth
- **3 Columns**
  - 186mm width
  - 260mm depth
  - 7 ⅓" width
  - 10 ¼" depth
- **4 Columns**
  - 216mm width
  - 285mm depth
  - 8 ¼" width
  - 11 ¼" depth

Double page spreads should be supplied as two full page advertisements.

### Fractional Advertisements

- **⅓ Page**
  - 186mm width
  - 130mm depth
  - 7 ¼" width
  - 5 ½" depth
- **⅔ Page**
  - 92mm width
  - 260mm depth
  - 3 ⅓" width
  - 10 ⅓" depth
- **⅖ Page**
  - 92mm width
  - 130mm depth
  - 3 ¼" width
  - 5 ¼" depth

These sizes are only available via our US sales team.
PRINT: OTHER TITLES

The following journals are sized 8 ⅛ × 11 (210 × 279mm)
American Journal of Gastroenterology, Genetics in Medicine, Laboratory Investigation, Modern Pathology, Mucosal Immunology, Pediatric Research

<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
<th>Width (in)</th>
<th>Height (in)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page Trim Size</td>
<td>210</td>
<td>279</td>
<td>8 ⅛</td>
<td>11</td>
</tr>
<tr>
<td>Full Page Bleed Size</td>
<td>216</td>
<td>285</td>
<td>8 ⅛</td>
<td>11</td>
</tr>
<tr>
<td>Double Page Spread Trim Size</td>
<td>420</td>
<td>279</td>
<td>16 ⅛</td>
<td>11</td>
</tr>
<tr>
<td>Double Page Spread Bleed Size</td>
<td>426</td>
<td>285</td>
<td>16 ⅛</td>
<td>11</td>
</tr>
<tr>
<td>Full Page Type Area</td>
<td>178</td>
<td>254</td>
<td>7</td>
<td>10</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>178</td>
<td>124</td>
<td>7</td>
<td>4 ⅞</td>
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<tr>
<td>Half Page Vertical</td>
<td>86</td>
<td>254</td>
<td>3 ⅓</td>
<td>10</td>
</tr>
</tbody>
</table>

Scientific American & Spektrum der Wissenschaft

When supplying materials for Scientific American or Spektrum der Wissenschaft please use the same file format and follow the same guidelines as for Naturejobs. Please submit ads to your regional Naturejobs representative or contact us for more information.

<table>
<thead>
<tr>
<th></th>
<th>Width (mm)</th>
<th>Height (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientific American</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>173</td>
<td>243</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>173</td>
<td>117</td>
</tr>
</tbody>
</table>


Print production guidelines — page 20.

Please check with your sales representative to ensure that the advert size you require is available.
PRINT PRODUCTION GUIDELINES

Please take care to follow the guidelines in this document to ensure your artwork is compatible with our production workflow.

**Acceptable file formats**
Artwork should be supplied in PDF format. To ensure good reproduction of your artwork please supply a PDF to PDF/X-1a standard. If this is not possible, supply a standard CMYK, high resolution PDF (at least 300dpi), with all fonts and images embedded. Ensure that bleed is included and clearly shown with bleed marks.

We can also accept artwork supplied in these formats:
Adobe InDesign, Adobe Illustrator, Adobe Photoshop, TIFF and EPS

- Corel Draw and Microsoft Office files cannot be accepted
- PDFs should not use any passwords or security options
- Artwork should be pre-flattened so there are no transparent objects in the supplied file
- Full page advertisements must have a bleed of 3mm or 0.125"
- Adobe Illustrator files need to be supplied with fonts and images or saved with images embedded and the text converted to outlines

**Colour**
- All files must use a CMYK or greyscale colour space
- No spot colours should be used
- Should not exceed ink density of 300%

**Fonts**
- Embed or supply fonts as necessary

**Images**
- Images should be no less than 300dpi

**Proofs**
For best colour reproduction you must supply an accurate colour proof. Send via conventional mail to your production contact. The proof must have been created from the same digital files as those supplied to us. For monochrome advertisements, a laser print is sufficient.

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**Electronic Submission**  
**Sending Files via the internet**  
The easiest way to send files is by using this web site:  
**stingray.nature.com**

**username:** naturejobs  
**password:** naturejobs

Please follow the instructions on the site to upload your files to us. If you have any problems please contact us using the details below.

**Sending Files via E-Mail**
PDFs can be submitted by email to your sales representative.

**Contact Information**
Please submit ads to your regional Naturejobs representative.

For further information, help and advice on any aspect of digital production please contact us using the details below:

**Jason Rayment**  
**T:** +44 (0) 20 7843 4807  
**E:** j.reyment@nature.com
# BANNER SPECIFICATIONS

<table>
<thead>
<tr>
<th>BANNER POSITIONS AND DIMENSIONS</th>
<th>DESCRIPTION AND MAX FILE SIZES</th>
<th>FILE TYPE</th>
</tr>
</thead>
</table>
| **Leaderboard** 728 × 90 Horizontal/top. | Standard — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load  
Expanding — 200px max height for all child files (must expand downwards)  
Video — Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps | GIF, JPEG, PNG  
HTML5 must be third party ad served e.g Sizmek or Doubleclick Studio |
| **MPU/Square** 300 × 250 Central page content. | Standard — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load  
Expanding — 300px max width for all child files (must expand left)  
Video — Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps | GIF, JPEG, PNG  
HTML5 must be third party ad served e.g Sizmek or Doubleclick Studio |
| **Skyscraper** 160 x 600 Right page content. Only on selected websites. | Standard — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load  
Expanding — 300px max width for all child files (must expand left)  
Video — Up to 2MB high quality streaming media no longer than 30 seconds in duration and should not exceed 18fps | GIF, JPEG, PNG  
HTML5 must be third party ad served e.g Sizmek or Doubleclick Studio |
| **Button** 300 × 100 Right page content. Only on naturejobs.com. | Standard — Up to 45kb  
Rich Media — 40kb initial load/60kb additional polite load | GIF, JPEG, PNG |
| **Wallpaper** 1720 × 1100 Background of page. Only on naturejobs.com. | Standard — Up to 80kb  
1720px by 1100px with middle center section to be blank of width 1000px.  
Not available for mobile, static image (no animation) - please contact your account manager for more details. | GIF, JPEG, PNG |
| **Featured Employer** 120 × 60 naturejobs.com only | Standard — Up to 45kb | GIF, JPEG, PNG |
| **Adaptive Billboard** 970x250 / 728x90 / 300x50 An adaptive banner that can adjust to the screen size. Available on selected Nature-branded journals' homepage. | Standard — Up to 70kb for 970x250, up to 45kb for 728x90, 20kb for 300x50  
*All three creative files must be supplied*, static image (no animation) - please contact your account manager for more details. | GIF, JPEG, PNG |
BANNER SPECIFICATIONS

General Design Constraints
- Advertisements with white or grey backgrounds should have a one-pixel border around the graphic’s perimeter and/or created within the graphic
- The inclusion of the border must not exceed the ad’s dimension restrictions
- Advertisements may not employ persistent rapid/’strobing’ animation of any graphic, copy, or background element(s)
- Advertisements cannot mislead the user. No creative can mimic or resemble any Windows/Macintosh/Unix dialogue boxes, error messages or the like
- Non-functioning drop-down menus, radio buttons and text boxes will not be accepted
- We have final approval over all creative supplied; in the case of extreme negative user feedback/interference we reserve the right to pull creative prior to campaign delivery
- We strongly recommend rich media creatives to be built in HTML5 and not Flash to ensure these serve fully functional in all popular browsers. HTML5 needs to be third party ad served. The Springer Nature design team offer a HTML5 design build service – contact your account manager for more details. For enhanced rich media formats contact your account manager for more details.

Creative deadlines
Please submit your banner creative 3 business days prior to campaign start date.

Standard banner advertising
GIF, JPEG, or PNG
- Go-Live Time: 48 Hours (2 business days)
- For file size and available dimensions please see table
- Best practice maximum animation length 15 seconds
- Please provide a live clickthrough URL
- Please provide alternative text
  Brought to you by <Company Name>

Rich media options
Expanding adverts
- Go live time: 10–14 business days
- For file size and available dimensions please see table
- Maximum of 5 child files (expanding panels)
- Frequency capping: none required
- Rollover-expands should automatically close when the cursor moves off the banner or additional load file but still contain a clearly labelled “close” button, 10 pt. font minimum
- Click-expands can stay expanded until the user clicks a clearly labelled “close” button, 10 pt. font minimum

Video streaming adverts
- Go live time: 10–14 business days
- For file size and available dimensions please see table
- 50kb initial load
- Up to 2MB of high quality streaming media no longer than 30 seconds in duration
- Please create video in the same size as your chosen format
- The Frames per second (FPS) should not exceed 18fps
- Bandwidth detection set to exclude dial-up
- Frequency capping: none required
- Video animation can autostart
- User initiated on click only. Audio must stop when the panel is closed

Suitable original video formats for conversion to third party rich media vendors:
- Electronic: FLV, AVI, MPEG-1, MPEG-2, MPEG-4, MOV, WMV, other un-encoded formats
- Physical: Digital Beta, DVCAM, MiniDV, DVD, VHS

Using third party rich media vendors
Our currently approved third party rich media vendors are: Doubleclick Studio, and Sizmek.

New vendors will need testing in advance of campaign agreement. Our websites contain W3C validated CSS and XHTML which can cause conflicts with some non-validated vendors.

NOTE: in order to hit scheduling targets on booked inventory across the nature.com network an impression is defined by our DFP data, and not by your own vendor. If you have concerns that your choice of ad-serving vendor could result in some inconsistency with DFP delivery statistics we recommend overbooking your campaign by 5% at the outset with your sales rep.

At least one business day before rotating new advertisements into existing campaigns, users of third party advertising servers should give a copy to their Account Manager for review.
EMAIL AND ALERT SPECIFICATIONS

Third party emails
Please send your materials a minimum of 3 days before the send day. If materials are received after this deadline, we cannot guarantee that we can send the email on the booked day.

General
• We require a fully tested HTML file with all images hosted.
• We also require an ANSI text file as a back-up.
• Max width 570px, max file size 75kb

HTML
• Use basic HTML 4.0
• Stacked table structure is recommended over CSS, nested table and advanced formatting such as colspans and rowspans
• Center align the main table containing your HTML content
• Use the attribute target="_blank" with every link otherwise requested page will appear within webmail interface
• Do not use image maps within HTML code

Font
• Regular HTML font formatting is recommended, inline style tags may be used but are not universally accepted by all email programs
• Font styles are defined inline in the nearest tag <td>, <a> or <span>
• Include the full font attributes in each tag that contains HTML text or the font may default to the browsers settings
• Define font in pixels not points

Images
• Use gifs or jpegs NOT png, tif or bmp
• Images should have a resolution of 72dpi
• Images should link to a full hosted URL
• Define both height and width to prevent distortion
• Do not display important content in images only

Required back up ANSI text
• Text must wrap after 70 characters
• Untracked URLs should be on their own line and not exceed 70 characters
• URLs which we track on your behalf must not exceed 255 characters
• All text only emails must be supplied in an ANSI file — not Microsoft Word

Do not use
Microsoft Word to format HTML code or text only emails, JavaScript, attachments, Flash, animated gifs, image only emails or background images

Tips
• Please test your template by sending it to yourself
• Place high priority content near the top of the email so that it displays in preview panes
• Make sure featured content exists in HTML text not only in images
• Keep email length to a minimum
• Avoid using dark backgrounds with light colored text
• White or light colored text is unreadable on a default white background

Alerts
The Nature journals, including the research and reviews journals, now include four advertising slots: Headline 1 and 2, and Content 1 and 2.

Creative deadlines
• Please submit your ad copy 6 business days prior to campaign start date.

Advert specifications
Nature alert specification
Offers 5 ad positions that accommodate both standard text and logo as well as graphic ads.

Headline 1, Content 1.
• Graphic only (300 × 250 px, max file size 45kb)
• Text and logo (170 × 40 px, max file size 45kb and 660 max characters)

Headline 2, Naturejobs, Content 2
• Graphic only (629 × 81 px, max file size 45kb)
• Text and logo (170 × 40 px, max file size 45kb and 660 max characters)

Naturejobs alert specification
Offers 2 ad positions and 5 button positions that accommodate graphic ads only.
• 728 × 90 px, max file size 45kb
• Featured Employer button 120 × 60 px, max file size 45kb

Nature Research and Reviews, Clinical/Society-owned alerts
• Text and logo (170 × 40 px, max file size 45kb and 375 max characters)

Scientific Reports alerts specification
Offers 4 equally sized horizontal ad positions that accommodate both text and logo as well as graphic ads.
• Graphic only (629 × 81 px, max file size 45kb)
• Text and logo (170 × 40 px, max file size 45kb and 375 max characters)

Supplying copy & logos
• There should always be a headline which will also serve as the main text link through to the promotion/advertiser’s site
• For text only please use ANSI characters only — avoid characters not visible on your keyboard (i.e. © or ™), the text-only version of the e-mails will not be able to carry such characters
• No rich media or animation can be used in alerts

Linking /URL tracking
We track click-through (CTR) activity on any URLs in the copy that you supply, including those in plain text. As a result in text-only e-mails the appearance of text URLs changes to an “http://www.nature.com” format.

General design constraints
Logos with white or grey backgrounds should have a one-pixel border around the graphic’s perimeter. This border can be created within the graphic. The inclusion of the border must not exceed the logo’s dimension restrictions.
We have final approval over all creative supplied; in the case of extreme negative user feedback/interference we reserve the right to pull creative prior to campaign delivery.
1. DEFINITIONS

In these terms and conditions the following definitions shall apply:

"Actual Advertisement Placements" means the actual number of placements of an Advertisement in any Publication in any 12 month period preceding any anniversary of the Publication Date;

"Advertisement" means an advertisement published, reprinted or stored in an on or online Journal, E-Mail Campaign or Digital Format pursuant to an Advertisement Order;

"Advertisement Order" means any order for an Advertisement submitted to the Publisher for the publication in a Production or insertion of Material in or on a Publication;

"Digital Format" means any internet site, application or other digital format operated, owned or controlled by the Publisher or any other digital format operated, owned or controlled by the Publisher or any other Digital Format operated, owned or controlled by the Publisher;

"Expected Advertisement Placements" means the expected number of placements of an Advertisement in any Publication used to calculate the rates (prior to the Publication Date) the Customer will pay the Publisher;

"Candidate" means a user of the Site who applies for a Vacancy and/or replies to an Advertisement through the Site;

"Customer" means the person or legal entity who submits an Advertisement Order, whether such person or legal entity is the advertiser of the relevant product or service, the Advertiser’s advertising agency, media buyer, or a recruiter representing a prospective employer;

"E-Mail Campaign" means any e-mail campaign undertaken by or on behalf of the Publisher;

"Journal" means any journal or other print publication published by or on behalf of the Publisher;

"Material" means any advertising material, copy, artwork, photographs or other material provided to or provided by the Customer in connection with the Advertisement Order;

"Publication" means any Journal, Digital Format or E-Mail Campaign;

"Publication Date" means the date the Customer’s Advertisement is first published in a Publication;

"Publisher" means the contracting entity set out on the Advertisement Order submitted to the Customer by the Publisher, being either:

Macmillan Publishers Limited (company number 785/1988), registered in the United Kingdom whose registered office is at The Campus, Cianam Street, London NW1 3EE, UK; or

Nature America Inc. of One New York Plaza, Suite 4500, New York NY 10004-1562, USA; or

Nature Japan KK of Chiyoda Building 6F, 2-37 Ichigayatamachi Shinjuku-ku, Tokyo 162-0843, Japan;

"Rate Card" means the rate card of the Publisher as amended by the Publisher from time to time in accordance with clause 7.2;

"Recommand Account" means the unique account provided to the Customer to view or accept an Advertisement Order is accepted by the Publisher;

"Site" means www.naturejobs.com;

"Terms and Conditions" means the terms and conditions set out on this page as amended by the Publisher from time to time in accordance with clause 7.2;

"Vacancy" means a job vacancy which is advertised through the Site.

In respect of any Advertisement in a Journal, in the event of an error in a published Advertisement as a result of a material typographical error caused by the Publisher, the Publisher agrees to re-run the Advertisement free of charge in the next available edition of such Journal.

2. The Customer acknowledges and agrees that any Advertisements published on any Digital Format may be available on the Publisher’s network of partner Digital Formats. The Publisher reserves the right to remove a partner Digital Format from its partner network, at its sole discretion. The Publisher hereby disclaims all responsibility and liability for the services, software and/or results of or provided by any of the Digital Formats comprising the Publisher’s partner network.

2.1. The Customer reserves the right, but not the obligation, to implement verification and security procedures in respect of all information provided or uploaded by the Customer.

2.1.1. The Publisher may, from time to time, post an Advertisement on a third party job listing site and/or provide an Advertisement to a third party aggregator. In submitting an Advertisement, the Customer consents to the Publisher doing so.

2.1.2. The Customer shall procure from Candidates all other information and/or results of or provided by any of the Digital Formats including without limitation Candidates’ CVs, communication and correspondences between the Publisher and Candidates and all other information relating to Candidates and the recruitment process such as identification and confidentiality and shall not disclose the same to any third party without the prior consent of the relevant Candidate.

2.1.3. The Customer shall at all times keep all information (including without limitation Candidates’ CVs, communication and correspondences between the Customer and Candidates and all other information relating to Candidates and the recruitment process) secure and confidential and shall not disclose the same to any third party without the prior consent of the relevant Candidate.

2.1.4. To the extent that the Employment Agency Act 1973 and/or the Conduct of Employment Agencies and Employment Businesses Regulations 2003 apply to any of the services that the Publisher provides via the Site, the Publisher provides such services in the capacity of an employment agency to help Candidates find the type of employment they are looking for. The Publisher does not effect introductions between Candidates and Customers (or vice versa), and nor does the Publisher supply or propose Candidates to Customers. As such, the Publisher does not provide sufficient information for any Customer to:

i. select a suitable Candidate;

ii. ensure a Candidate has the requisite skills, training, experience or qualifications;

iii. ensure a Candidate has the necessary consents, permits, visas and authorisations.

3. WARRANTIES

3.1. The Customer contracts with the Publisher as a principal and warrants and represents to the Publisher that:

3.1.1. It has full capacity and authority to enter into a binding contract with the Publisher on the provisions of these Terms and Conditions;

3.1.2. All information and Material supplied to the Publisher is true, accurate and not misleading, and nothing contained in it is liable to bring the Publisher or any Publication into disrepute;

3.1.3. The Material is not obscene, defamatory, fraudulent, malicious, indecent, libellous, illegal or in any manner objectionable or in any way endorses the Customer, the Advertisement or the Customer’s products or services;

3.1.4. The Material complies with the Publisher’s guidelines concerning advertisements that resemble editorial content. Where an Advertisement resembles editorial content or advertorial, the Customer warrants that the Advertisement and the Material complies with the Publisher’s guidelines concerning advertisements that resemble editorial content and that it is available to the Customer for use at request;

3.1.5. It shall not represent to any third party that the Customer is in any way endorses the Publisher, the Advertisement and/or the Customer’s products or services;

3.1.6. It shall ensure that all Advertisements submitted for publication are clearly recognisable as advertising and not designed to resemble editorial content. Where an Advertisement resembles editorial content or advertorial, the Customer warrants that the Advertisement and the Material complies with the Publisher’s guidelines concerning advertisements that resemble editorial content and that it is available to the Customer for use at request;

3.1.7. It shall provide the Publisher with all necessary Material for the Customer to complete the Advertisement Order. The Customer, such date being of the essence. If the Customer fails to provide such Material by such date, the Customer acknowledges and agrees that the Publisher may not be able to fulfil its obligations under the Advertisement Order or these Terms and Conditions and accepts the publisher’s disclaimers and limitations of liability shall not be liable for any such failure to any extent or at all;

3.1.8. It shall not without the prior permission of the

Publisher the Site in accordance with, all applicable legislation, laws, regulations and codes of practice (or similar) (including without limitation any applicable data protection, employment and discrimination legislation);
TERMS & CONDITIONS

Publisher embed any tracking device, cookies, beacon, foot traffic or other technological device in or as part of an Advertisement published on any Digital Format that enables the Customer to track or analyse the online behaviour of any user to which such Advertisement is served.

3.1.16. It has all the necessary rights, licences and consents (including where necessary regulatory consents and consents from persons or entities cited or quoted in the Material) needed to permit the Publisher to use, display, reproduce, insert or publish the Material pursuant to clause 2.1.

3.1.17. The Customer shall not:

(a) sell, promote or advertise any goods or services on the Sites;
(b) endorse or support a particular political party, political agenda, political position or political issue;
(c) endorse or support a particular religion;
(d) include more than one Vacancy on a single Advertisement;
or
(e) re-sell any Advertisement/services to any third party.

3.2. The Publisher warrants to the Customer that it shall have no claim for or liability for any such defects or omissions unless these Terms and Conditions. Except as otherwise expressly provided herein, all conditions, warranties, terms, prior representations, and undertakings express or implied, statutory or otherwise in respect of the services provided by the Publisher to the fullest extent permitted by law expressly excluded.

3.3. Without limiting clause 3.2, the Customer agrees and acknowledges that the Publisher makes no representation or warranty.

3.3.1. that any publication of any Advertisement will be confined to persons resident in any particular legal jurisdiction(s);

3.3.2. as to the exact number of page impressions that will be delivered on specific dates during an online campaign;

3.3.3. as to the quality of reproduction of Advertisements in any of the Publications;

3.3.4. as to the exact layout and format of any Publications which shall be in the discretion of the Publisher.

3.3.5. as to the availability of any Digital Format, and in each case the Publisher accepts no liability to the Customer in respect of the same.

4. LIABILITY AND INDEMNITY

4.1. Nothing in this clause 4 shall be construed as excluding or limiting the Publisher’s liability for death or personal injury caused by its negligence or fraud.

4.2. Subject to clause 4.1, the Publisher shall not be liable to the Customer in contract, tort (including negligence) or otherwise for any indirect loss or consequential special or loss, or any loss of Material, loss of profits, loss of business, loss of contracts, loss of orders, loss of revenue, loss of goodwill, loss of data or loss of anticipated savings.

4.3. Subject to clause 4.1, the liability of the Publisher in respect of any and all other claims (whether in contract or tort) arising out of or in connection with an Advertisement or Advertisement Order shall not exceed the amount the Publisher has paid the Publisher in connection with that Advertisement or Advertisement Order.

4.4. The Customer agrees to on demand fully indemnify and keep indemnified the Publisher, its directors, agents and employees against any and all losses, liabilities, costs, claims, damages, demands, expenses and fees (including but without limitation legal and other professional fees) suffered or incurred by the Publisher arising out of or in connection with:

4.4.1. any other breach of these Terms and Conditions by the Customer;
or
4.4.2. any actual or potential infringement of a third party’s intellectual property rights;
or
4.4.3. the publication by the Publisher of an Advertisement in accordance with an Advertisement Order.

5. PAYMENT

5.1. The Customer shall pay the Publisher for all Advertisements submitted to the Publisher and which are accepted by the Publisher in accordance with this clause 5.

5.2. Rates for Advertisements are specified in the Rate Card or as may otherwise be agreed and/or notified in writing from the Customer to time from time. All rates are exclusive of VAT (or any other sales tax) which shall be due and payable by the Customer to the Publisher in addition.

5.3. Unless otherwise agreed by the Publisher in writing, the Publisher shall invoice the Customer for all amounts as they become due, which shall be after the first publication of the applicable Advertisement.

5.4. The Publisher shall pay all invoices within 30 days of the date of the invoice.

5.5. Without prejudice to any other rights or remedies that the Publisher may have, if the Customer fails to pay the Publisher on the due date for payment, the Publisher may:

5.5.1. claim interest under the Late Payment of Commercial Debts (Interest) Act 1998 and the Customer shall pay the interest immediately on demand; and

5.5.2. remove any and all Advertisements the Publisher may have in any Publications until payment has been made in full.

5.6. It is on the anniversary of the Publication Date and where applicable.

5.6.1. the number of Actual Advertisement Placements is less than the number of Expected Advertisement Placements for the preceding 12 month period, the Customer shall not be entitled to a refund of any amount from the Publisher.

5.6.2. the number of Actual Advertisement Placements is greater than the number of Expected Advertisement Placements for the preceding 12 month period, the Publisher shall charge the Customer an additional 20% on any amount by the Publisher, the Customer may invoice the Customer for such amount which shall be payable by the Customer in accordance with clause 5.4.

5.7. The Customer may terminate any Advertisement in accordance with clause 6.1. The Customer has no other rights of cancellation. In the event that the Customer cancels an Advertisement other than in accordance with clause 6.1, the Customer acknowledges and agrees that it shall remain fully liable to pay to the Publisher for the Advertisement.

5.8. The Publisher reserves the right to change the rates in the Rate Card at any time and to publish the amended rates on its website. The then current prevailing Rate Card is available to the Customer on request from the Publisher advertising department.

6. CANCELLATION

6.1. Once an Advertisement Order has been accepted by the Publisher, the Customer may only cancel or alter an Advertisement after the delivery of the applicable Advertisement Order up to 8 weeks from the agreed insertion date of the Advertisement in the relevant Publication. On the expiry of this written consent of the Publisher is required for any and all cancellation or alteration pursuant to this Clause 6.1. If such consent is not granted then the Publisher will be liable for all sums due to the Publisher pursuant to clause 5.7.

6.2. Without prejudice to any other rights or remedies which the Publisher may have, if the Customer may terminate the Contract in such manner as to result in the Customer (without any liability) immediately on giving notice to the Customer, it shall be at the discretion of the Customer in the event that it removes any actual or potential infringement of a third party’s intellectual property rights.

6.2.1. the Customer fails to pay any amount due to the Publisher on or by the due date for payment; or
6.2.2. the Customer commits a material breach of any of the material Terms and Conditions;
or
6.2.3. the Customer repeatedly breaches any of these Terms and Conditions or material Terms and Conditions, on any occasion or at any time.

6.3. The Customer shall be deemed to have consented to the provisions of these Terms and Conditions as a result of any event beyond the reasonable control of either of them.

6.4. Any notice or correspondence required to be given under these Terms and Conditions may be delivered personally or sent by prepaid registered post to the other party at the address set out in the Advertisement Order, or such other address as may be notified in accordance to the other party from time to time. Any notice so sent shall be deemed to have been duly given upon delivery at the address of the relevant party.

6.5. If any provision of these Terms and Conditions is held for any reason to be ineffective or unenforceable then (in part or in whole) this shall not affect the validity or enforceability of the remaining Terms and Conditions set out herein, which shall remain in full force and effect.

6.6. A waiver by the Publisher of any breach of these Terms and Conditions will not be treated as a waiver of any subsequent breach of the same or any other provision by the Customer.

6.7. No third party shall have any rights to enforce these Terms and Conditions against the Publisher.

7. GENERAL

7.1. The Publisher reserves the right to place the word “Advertisement” in any Advertisement containing Material which the Publisher considers, in its sole opinion, to too closely resemble editorial content.

7.2. With the exception of the Customer’s payment obligations, neither the Publisher nor the Customer shall be liable to each other for any failure (in whole or in part) to perform any of the provisions of these Terms and Conditions as a result of any event beyond the reasonable control of either of them.

7.3. Any notice or correspondence required to be given under these Terms and Conditions may be delivered personally or sent by prepaid registered post to the other party at the address set out in the Advertisement Order, or such other address as may be notified in accordance to the other party from time to time. Any notice so sent shall be deemed to have been duly given upon delivery at the address of the relevant party.

7.4. If any provision of these Terms and Conditions is held for any reason to be ineffective or unenforceable then (in part or in whole) this shall not affect the validity or enforceability of the remaining Terms and Conditions set out herein, which shall remain in full force and effect.

7.5. A waiver by the Publisher of any breach of these Terms and Conditions will not be treated as a waiver of any subsequent breach of the same or any other provision by the Customer.

7.6. No third party shall have any rights to enforce these Terms and Conditions against the Publisher.

7.7. These Terms and Conditions and the Rate Card (both as amended from time to time in accordance with clause 7.1) shall constitute the entire agreement between the parties and replace any other correspondence between them and the Customer (without any liability) immediately on giving notice to the Customer that it is no longer effective.

7.8. The contract between the Customer and the Publisher is personal to the Customer. The Customer may not assign, sub-license, sub-contract, transfer or charge the contract or any part of it without the prior written consent of the Publisher.

7.9. If the Publisher’s invoice(s) submitted to the Customer’s site does not include more than one Vacancy on a single Advertisement Order, the Customer shall not be entitled to a refund of any amount from the Publisher.

7.10. If the Publisher’s invoice(s) submitted to the Customer’s site does not include more than one Vacancy on a single Advertisement Order, the Customer shall not be entitled to a refund of any amount from the Publisher.

7.11. Without limiting the provisions of clause 7.9, for the Publisher’s exclusive benefit and to the extent possible in the applicable jurisdiction, the Publisher retains the right to bring or enforce proceedings as to the substance of the matter in the courts of the country of the Customer’s residence or, where these Terms are entered into the course of the Customer’s trade/profession, the country of the place of business in which these Terms were agreed to if (different) the country of the Customer’s principal place of business.

7.12. The Publisher may from time to time modify these Terms and Conditions or the Rate Card by publishing any changes online. The Customer should check online before placing an Advertisement Order since by placing an order for the insertion of an Advertisement, the Customer agrees to be bound by any updates to such Terms and Conditions or Rate Card.

7.13. No variation or addition to these Terms and Conditions without the prior written consent of the Publisher shall be effective unless agreed to in writing by the Publisher and any additional terms the Customer may seek to impose shall be void and/or null and void.

7.14. The parties do and shall, in the performance of their respective obligations under these Terms and Conditions comply at all times with all relevant laws, statutes and regulations applicable to their activities, including in particular all applicable laws and regulations concerning the prohibition of bribery, corruption, improper gifts and improper payments, at all times.

If you have any questions please contact: Peter Crook
Head of Events Sales
T: +44 (0)1208 7843 4962
E: p.crook@nature.com